## REMARKS

The above Amendments and these Remarks are submitted under 35 U.S.C. § 132, and 37 C.F.R. §§ 1.111 in response to the Office Action mailed on May 1, 2007.

### Summary of the Examiner's Action and Applicants' Response

The Examiner has rejected all claims, Claims 8-26, under 35 U.S.C. § 103(a) as being obvious based on Wistendahl, et al. (U.S. Patent No. 5,708,845) in view of Lonnroth, et al. (U.S. Patent No. 6,826,597), and a newly applied reference Bartok (U.S. Patent No. 5,737,553). Applicants respectfully traverse the rejections. In this amendment, Claims 8 and 13 have been amended. Claims 8-26 are pending.

### Response to Rejection of Claims 8-26 Under 35 U.S.C. §103(a)

The Examiner stated that "Bartok discloses a method for enhancing content wherein a template for assigning attributes to hot spots is created (fig. 4, binding table 102, col. 8, line 61, col. 9 line 22 and col. 12, lines 19-27) and used to assign attribute information to a hot spot (user's assign an individual color or color code to a hot spot object, which then links the attribute to the hot spot according to the binding table [map], col. 13, lines 21-34), providing the benefit of improved linking between screen objects and executable attributes that is more processor efficient (col. 9, lines 29-35 and col. 14, lines 26-35)." The Examiner concluded that it would have been obvious at the time to a person of ordinary skill in the art to modify the method disclosed by Wistendahl to include using a created template to assign attribute information to a hot spot, as taught by Bartok, for the benefit of improved linking between screen objects and executable attributes that is more processor efficient. Applicants respectfully disagree.

Applicants respectfully submit that Bartok teaches a map 102 or binding table 102 in FIG. 4 that links an image pixel number 132 to a distinct color number 134. Bartok teaches the map functions as a look-up table 102 or index 102 to determine the pixel number. (Col. 8, lines 61-65). Bartok teaches create 344 and paint 346 processes corresponding to creation of the map 102. That is, as Bartok states, "creating a graphical object 58 or a hot spot object 96 on a screen 46 may be thought of as creating certain of the entries 110 of the map 100 or binding table 100". Applicants respectfully submit that Bartok teaches that by painting 346 an object, i.e., filling in or assigning colors to pixels 47 within a boundary of a hot spot object 96, a user has created a binding table 102

linking each pixel number in the screen 46 with its corresponding color number 134. Bartok also teaches that the user mapping a color number 134 to a definition or function in map 104. (Col. 13, lines 46-50, lines 5-10). Bartok gives an example of assigning a function of facsimile sending. Thus, Applicants respectfully submit that Bartok teaches that by **assigning colors to pixels for a hotspot object**, the function associated with that color in the map is then assigned to that hot spot object.

Applicants respectfully submit that the map and mapping in Bartok does not teach a template as claimed in Claims 8 and 13. Applicants respectfully submit that the method according to the present invention differs in that the template is created to define at least one attribute that is applicable to, i.e., may be assigned or applied to, an arbitrary hot spot.

Claims 8 and 13 have been amended to make the above distinction more clear. More specifically, Claim 8 has been amended to make it clear that the template is created to define at least one attribute that is assignable to hot spots. Applicants respectfully submit that the template defines at least one attribute is assignable to hot spots, i.e., not just to a predetermined hot spot, as taught in Bartok. According to the method claimed in Claim 8, a graphical interface is provided which receives a geometric outline from a user that defines a hot spot, and for this defined hot spot, at least one attribute is assigned based on the template, i.e., the template which defines attributes assignable to hot spots (in general). Applicants respectfully submit that Bartok's teaching of assigning/mapping colors to pixels for a **particular** hot spot object does not teach creating a template that defines at least one attribute that can be assigned to hot spots, as claimed in Claim 8. Applicants respectfully submit therefore, that Bartok also does not teach or suggest assigning attributes based on such a template, as claimed in Claim 8.

Applicants respectfully submit therefore, that Claim 8 is non-obvious based on the applied references. Claim 13 has been amended similarly and includes creating a template that defines at least one attribute for hot spots. Claim 13 also includes providing a graphical user interface for receiving from the user a geometric outline to defining a hot spot on said single video frame; and assigning at least one attribute to the user-define defined hot spot based on the template – the template that defines at least one attribute for hot spots. Applicants respectfully submit therefore, that Claim 13 is non-obvious based on the applied references for reasons similar to se given above for Claim 8.

Claims 9-12 depend from Claim 8, and thus are respectfully submitted as being non-obvious based on Wistendahl, et al. in view of Bartok and Lonnroth, et al. for the same reasons as above for Claim 8.

Further regarding Claim 12, Applicants respectfully submit that Bartok do not teach or suggest a template comprising an attribute that determines the set top box used to display the hot spot, as claimed in Claim 12.

Further regarding Claim 13, the Examiner stated that Wistendahl, et al. and Bartok fail to disclose translating the hot spot and the attributes from the generic format into a first format prior to embedding. The Examiner again stated that "Lonnroth, et al. teaches a method for translating client requested data into a format compatible with the client device (col. 3, lines 13-31) wherein content is converted into a format determined to be compatible with the requesting client prior to delivering the content to the client (col.7, lines 40-50; col. 8, line 20 -col. 9 line 24), providing the benefit of allowing a single application to be compatible with many different types of clients (col. 10, lines 25- 60)." The Examiner concluded that it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the method taught by the combination of Wistendahl, et al. and Bartok by utilizing the above teaching of Lonnroth, et al. Applicants respectfully disagree. Applicants respectfully submit that Wistendahl, et al. teaches storing display location coordinates and frame addresses of the "hot spots" as data separate from the media content and in a standard format. (See Col. 4, lines 63,Col. 5, line 7). Applicants respectfully submit that Lonnroth, et al. does not teach hot spots and thus does not teach translating the hot spot and the attributes from the generic format into a first format. Therefore, Claim 13 is non-obvious based on Wistendahl, et al. in view of Bartok, and Lonnroth, et al. for this additional reason.
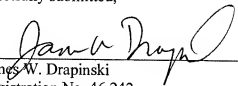
Claims 14-26 depend from Claim 13, and thus Applicants respectfully submit that they are non-obvious based on Wistendahl, et al. in view of Bartok and Lonnroth, et al. for all the reasons given above for Claim 13.

### Conclusion

For the above reasons, Applicants respectfully submit that all pending claims, Claims 8-26, in the present application are allowable. Such allowance is respectfully solicited.

If a telephone conference would expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (415) 984-8200.

Respectfully submitted,

James W. Drapinski
Registration No. 46,242

Date

NIXON PEABODY LLP
Suite 900, 401 9th Street, N.W
Washington, D.C. 20004-2128
(415) 984-8200